

## Press Cuttings

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# BSA confronts London piracy

Business Software Alliance teams up with resellers to crack down on wave of illegal software use in the capital

**Kayleigh Bateman**

The Business Software Alliance (BSA) has joined forces with London-based resellers Softcat, Bytes Software Services and CTMS in an effort to rid London of illegal software.

The anti-piracy body has begun a two-month elimination campaign and the trio of software asset management specialists will offer consultancy to assist businesses in managing their software assets.

The organisation will be directly contacting more than 1,000 firms in the London area offering a software health check and encouraging them to complete a self-audit form.

Alyna Cope, spokesperson for the BSA country committee, said: "In a time when mergers and acquisitions are on the increase, companies may find themselves with too many software licences or not enough. The new microsite explains what steps to

take to complete the audit form, the benefits, and suggests long-term strategies.

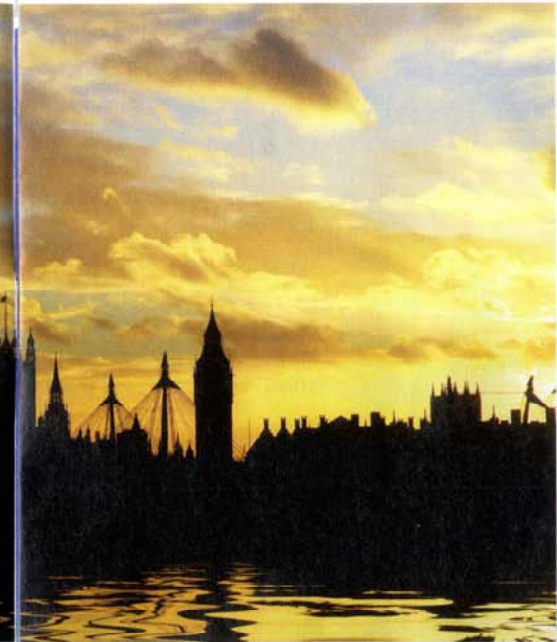
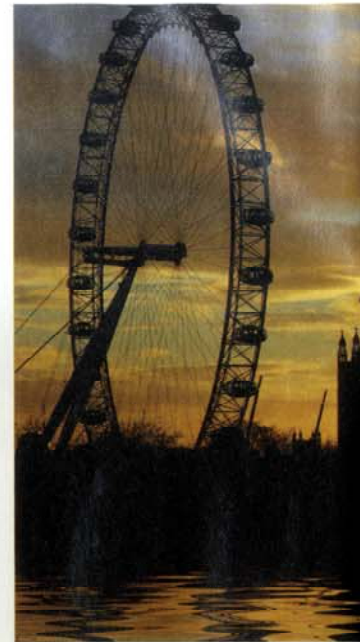
"We will offer guidance and the extra support of the channel if needed. Now is the time to get your estate in order."

Cope said companies may find completing an audit form daunting, so the BSA will arrange a meeting with a reseller if requested.

"We will act as an enforcement body to eliminate illegal software but also as an education body to ensure, with the help of the channel, that long-term procedures are put in place," she added.

Dave Simpson, commercial director at Softcat, said: "We were chosen because we are approved by Microsoft and recognised as having a SAM practice as part of our business.

"Softcat starts by letting customers know if they are compliant or not through a self audit and effective



**Deep water:** London is responsible for more reports of software piracy than anywhere else in the UK

licences. The majority of time is spent putting long-term procedures in place to make sure they have the correct portfolio of licences."

The campaign was launched as new figures reveal London is responsible for more reports of software

piracy than anywhere else in the UK, with one in five pieces of software in the capital being used illegally.

Research from market watcher IDC revealed London businesses are installing pirated software worth £149m each year. The London crackdown follows similar campaigns in

illegal software hotspots Glasgow and Manchester.

The BSA is already investigating several organisations in the London area which are facing legal proceedings for unlicensed software use.

**BSA launches London crackdown**  
 >> [www.channelweb.co.uk/224325](http://www.channelweb.co.uk/224325)

### inside

#### Capital crackdown



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